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TITLE: A METHOD OF INTRODUCING ADVERTISEMENTS AND   )
            PROVIDING THE ADVERTISEMENTS BY USING ACCESS)
            INTENTIONS OF INTERNET USERS AND A SYSTEM   )
            THEREOF   )
)
COMPLETION OF PCT/KR2004/000907 filed April 21, 2004   )

AMENDED CLAIMS

1. (original) A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for recording more than one keyword, type information of the keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to the keyword, in which the advertisement list information includes information for the number of advertisement files including the keyword;

receiving a predetermined event from a user;

recording a keyword that corresponds to the received event, for history data;

searching for the type information of the keyword by referring to the keyword database;

searching for the reference information that corresponds to the searched type information;

judging whether the keyword is an interested field of the user on the basis of the searched reference information;

generating an advertisement file including the keyword judged as the interested field of the user;

updating the information for the number of advertisement files in the advertisement list information stored in the keyword database; and

generating advertisement information including the keyword and the updated

advertisement list information.

2. (original) The method according to claim 1, wherein the event is one among a keyword input at a search window of an Internet search engine by the user, web page information input at an address window of a web browser by the user, and a hypertext markup language selectively input on the web browser by the user.

3. (original) The method according to claim 1, wherein the type information is predetermined effective period information set in advance for each keyword.

4. (original) The method according to claim 3, wherein the reference information is the number of times the event is input from the user during the effective period.

5. (original) The method according to claim 1, wherein the advertisement file is a cookie file.

6. (original) The method according to claim 5, wherein the advertisement file includes more than one among a terminal number (PC ID) of the user, an identifying symbol of the user, and expiration data information of the advertisement file.

7. (amended) The method according to claim 1 or claim 6, wherein the advertisement information additionally includes the number of impressions of a web page that corresponds to the keyword.

8. (original) A method for attracting an advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for storing more than one keyword and advertisement information generated by the method according to claim 1 in response to the keyword;

receiving an advertisement request that includes an advertisement keyword from a first sponsor;

searching for advertisement information that corresponds to the advertisement

keyword by referring to the keyword database;

processing the searched advertisement information and providing guiding information data to a web browser of the first sponsor;

receiving a confirmation response from the first sponsor, in which the confirmation response includes first advertisement data of the first sponsor; and

recording, in a first advertisement database, the advertisement keyword and the first advertisement data that corresponds to the advertisement keyword.

9. (original) The method according to claim 8, wherein the step of searching for advertisement information that corresponds to the advertisement keyword by referring to the keyword database comprises the steps of:

if there is no advertisement information that corresponds to the advertisement keyword, recording, in a predetermined storing means, the received advertisement keyword and an input counter value with respect to the advertisement keyword;

if an advertisement request including the advertisement keyword is received from a second sponsor, increasing the input counter value with respect to the advertisement keyword recorded in the storing means;

judging whether the input counter value is more than a predetermined value; and

if the input counter value is more than a predetermined value, recording, in the keyword database, the advertisement keyword and advertisement information that corresponds to the advertisement keyword.

10. (original) The method according to claim 8, wherein the guiding information data includes more than one among information for the number of the generated advertisement files, information for the number of impressions of a web page that corresponds to the advertisement keyword, and price information of the advertisement keyword.

11. (original) The method according to claim 8, wherein the confirmation response additionally includes payment information for a predetermined advertisement charge.

12. (original) The method according to claim 8, wherein the advertisement request is

performed in a manner of auction or bidding.

13. (original) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining an advertisement database for storing more than one keyword and more than one advertisement data that corresponds to the keyword;

receiving an access request from a user, in which the access request includes an advertisement file stored in a user's terminal;

extracting a keyword recorded in the received advertisement file;

searching for the advertisement data that corresponds to the keyword by referring to the advertisement database; and

processing the searched advertisement data and providing the same to a web browser of the user; wherein

the advertisement database is updated through the steps of:

maintaining a keyword database for storing more than one keyword and advertisement information generated by the method according to claim 1 in response to the keyword;

receiving an advertisement request that includes an advertisement keyword from a sponsor;

searching for advertisement information that corresponds to the advertisement keyword by referring to the keyword database;

processing the searched advertisement information and providing guiding information data to a web browser of the sponsor;

receiving a confirmation response from the sponsor, in which the confirmation response includes advertisement data of the sponsor; and

recording, in an advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

14. (original) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining a first advertisement database for storing more than one keyword and more than one of first advertisement data that corresponds to the keyword;

maintaining a second advertisement database for storing more than one of second advertisement data that corresponds to a predetermined keyword;

receiving an access request from a user, in which the access request includes an advertisement file stored in a user's terminal;

extracting a keyword recorded in the received advertisement file;

searching for the first advertisement data that corresponds to the keyword by referring to the first advertisement database;

receiving a keyword from the user;

searching for the second advertisement data that corresponds to the keyword by referring to the second advertisement database;

constructing a user interface screen by arranging the first advertisement data or the second advertisement data according to a predetermined reference; and

providing the user interface screen to a web browser of the user; wherein

the first advertisement database is updated through the steps of:

maintaining a keyword database for storing more than one keyword and advertisement information generated by the method according to claim 1 in response to the keyword;

receiving an advertisement request that includes an advertisement keyword from a sponsor;

searching for advertisement information that corresponds to the advertisement keyword by referring to the keyword database;

processing the searched advertisement information and providing guiding information data to a web browser of the sponsor;

receiving a confirmation response from the sponsor, in which the confirmation response includes advertisement data of the sponsor; and

recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

15. (original) The method according to claim 13, further comprising the steps of:

maintaining a second advertisement database for storing more than one of second advertisement data that corresponds to a predetermined keyword; and

maintaining a third advertisement database for storing more than one of third advertisement

data; wherein

the step of searching for the advertisement data that corresponds to the keyword by referring to the advertisement database comprises the steps of:

receiving a keyword from the user;
searching for the second advertisement data that corresponds to the keyword by referring to the second advertisement database; and

searching for the third advertisement data by referring to the third advertisement database; wherein

the step of processing the searched advertisement data and providing the same to a web browser of the user comprises the steps of:

constructing a user interface screen by arranging the advertisement data, the second advertisement data, and the third advertisement data according to a predetermined reference; and

providing the user interface screen to a web browser of the user.

16. (amended) The method according to claim 14 ~~or claim 15~~, wherein the second advertisement data is general keyword advertisement data, and the third advertisement data is general banner advertisement data.

17. (amended) The method according to claim 13 ~~or claim 14~~, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes more than one among the number of times the advertisement is provided to the user, the number of times the user clicks on the advertisement, a time period the user visits the web page of the first sponsor, and the number of times the user visits the web page of the first sponsor after the advertisement is provided.

18. (amended) A recording medium readable by a computer, in which a program for performing a method according to ~~any one of~~ claim 1 ~~through 14~~, is recorded.

19. (original) An Internet advertisement system comprising:
a central server comprising:

a keyword database for recording more than one keyword, type information of the keyword, predetermined reference information that corresponds to the type information, advertisement list information that corresponds to the keyword, in which the advertisement list information includes information for the number of the advertisement files that include the keyword;

a communication part for receiving a predetermined event from a user;

a processing part for recording a keyword that corresponds to the received event, for history data, searching for the type information of the keyword and the reference information that corresponds to the searched type information by referring to the keyword database, and judging whether the keyword is the interested field of the user according to the searched reference information;

an advertisement file preparing part for extracting the keyword judged to be the interested field of the user, and generating an advertisement file that includes the extracted keyword, in which the advertisement file includes more than one among a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

an advertisement information generating part for updating information for the number of advertisement files in the advertisement list information stored in the keyword database, and generating advertisement information including the keyword and the updated advertisement list information; and

an advertisement server comprising:

an advertisement database for storing more than one keyword and more than one advertisement data that corresponds to the keyword;

an advertisement transmitting part for processing advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the processed advertisement data to a web browser of the user;

a storing part for storing history information about providing of the advertisement data;

an analyzing part for providing predetermined feedback information to a sponsor who has registered the advertisement data, on the basis of the stored history information.

20. (new) The method according to claim 6, wherein the advertisement information additionally includes the number of impressions of a web page that corresponds to the keyword.

21. (new) The method according to claim 15, wherein the second advertisement data is general keyword advertisement data, and the third advertisement data is general banner advertisement data.

22. (new) The method according to claim 14, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes more than one among the number of times the advertisement is provided to the user, the number of times the user clicks on the advertisement, a time period the user visits the web page of the first sponsor, and the number of times the user visits the web page of the first sponsor after the advertisement is provided.